



U.S. Army 2005 MWR Leisure Needs Survey Results

**409th BSB - Vilseck
Germany**

BRIEFING OUTLINE

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□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

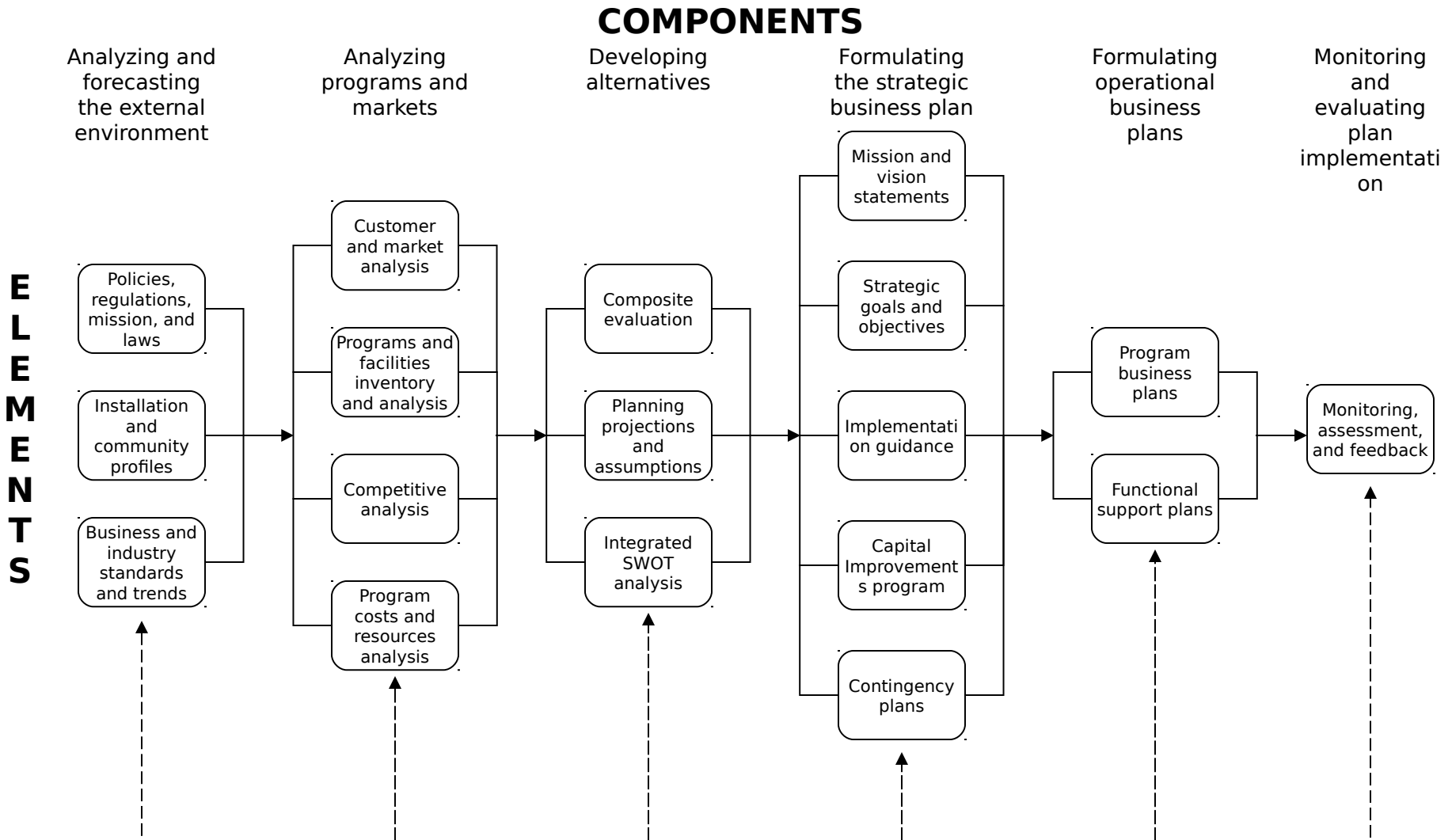
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,250 surveys were distributed at 409th BSB - Vilseck



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	1,888	800	49	6.13%	±13.82%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	597	450	41	9.11%	±14.77%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	2,485	1,250	90	7.20%	±10.14%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

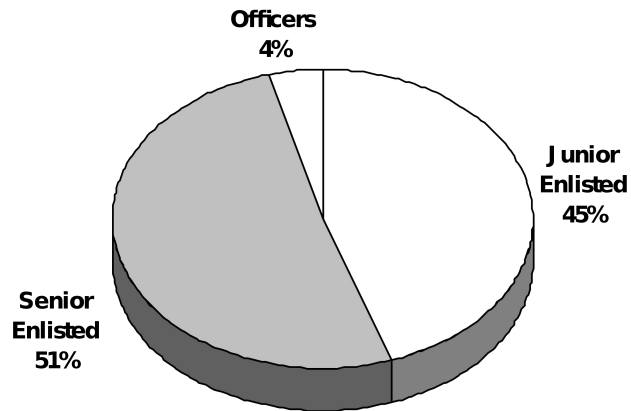
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

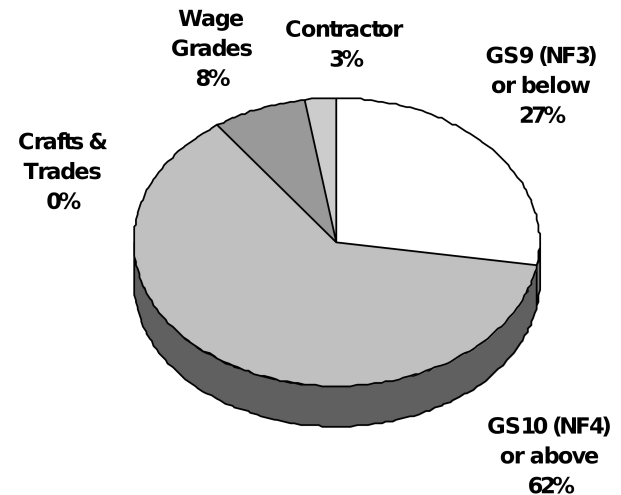
ACTIVE DUTY

(n = 46)



CIVILIANS

(n = 40)



* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 409th BSB - VILSECK

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	74%
Library	72%
Car Wash	67%
Bowling Center	54%
Outdoor Recreation Center	52%

LEAST FREQUENTLY USED FACILITIES

Bowling Pro Shop	9%
Youth Center	9%
BOSS	12%
School Age Services	16%
Cabins & Campgrounds	21%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 409th BSB - VILSECK*

409th BSB - Vilseck

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Fitness Center/Gymnasium	4.56
Library	4.39
Outdoor Recreation Center	4.20
Car Wash	4.20
Cabins & Campgrounds	4.20

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Bowling Food & Beverage	3.41
Child Development Center	3.44
Bowling Pro Shop	3.54
BOSS	3.67
Youth Center	3.82

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 409th BSB - VILSECK*

409th BSB - Vilseck

FACILITIES WITH HIGHEST QUALITY RATINGS*

Library	4.23
Fitness Center/Gymnasium	4.22
Cabins & Campgrounds	4.02
ITR - Commercial Travel Agency	4.00
Outdoor Recreation Center	3.98

FACILITIES WITH LOWEST QUALITY RATINGS*

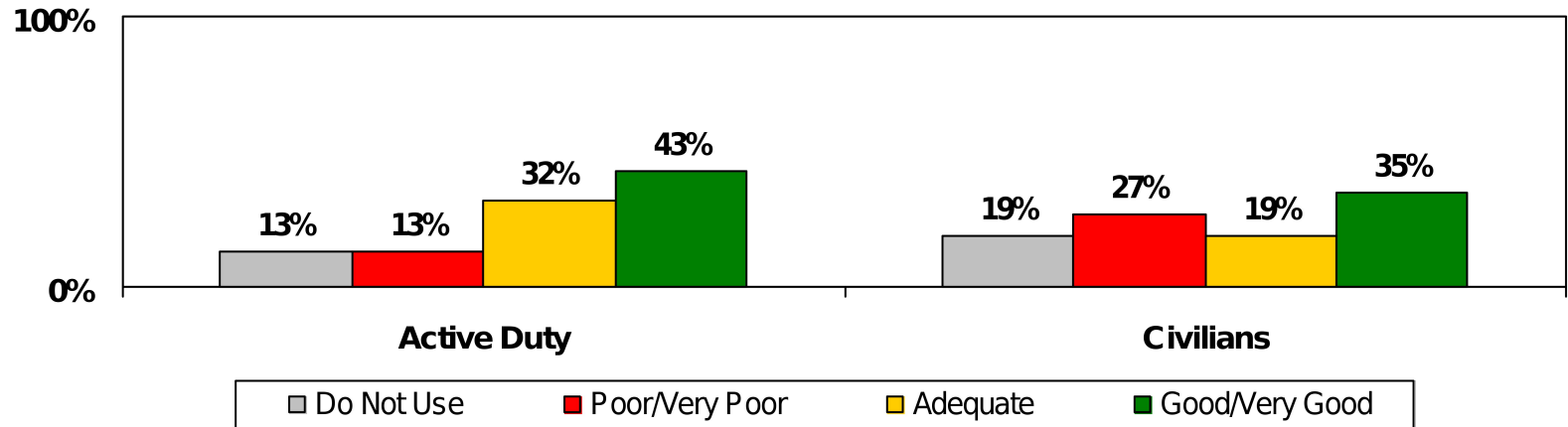
Youth Center	3.42
Athletic Fields	3.51
Child Development Center	3.54
Multipurpose Sports/Tennis Courts	3.64
Bowling Food & Beverage	3.65

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

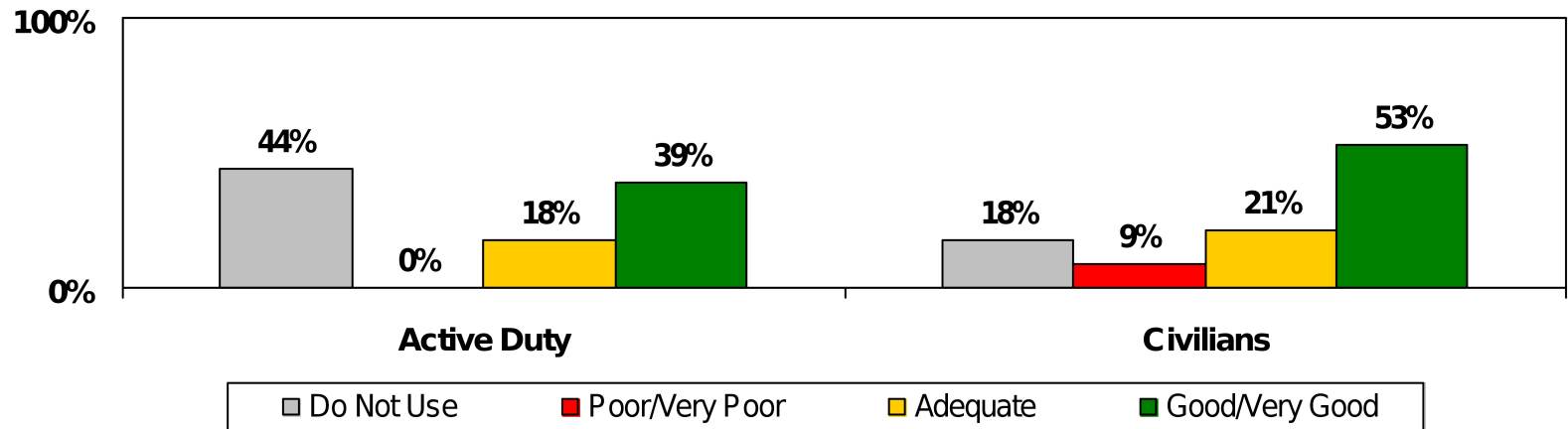
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



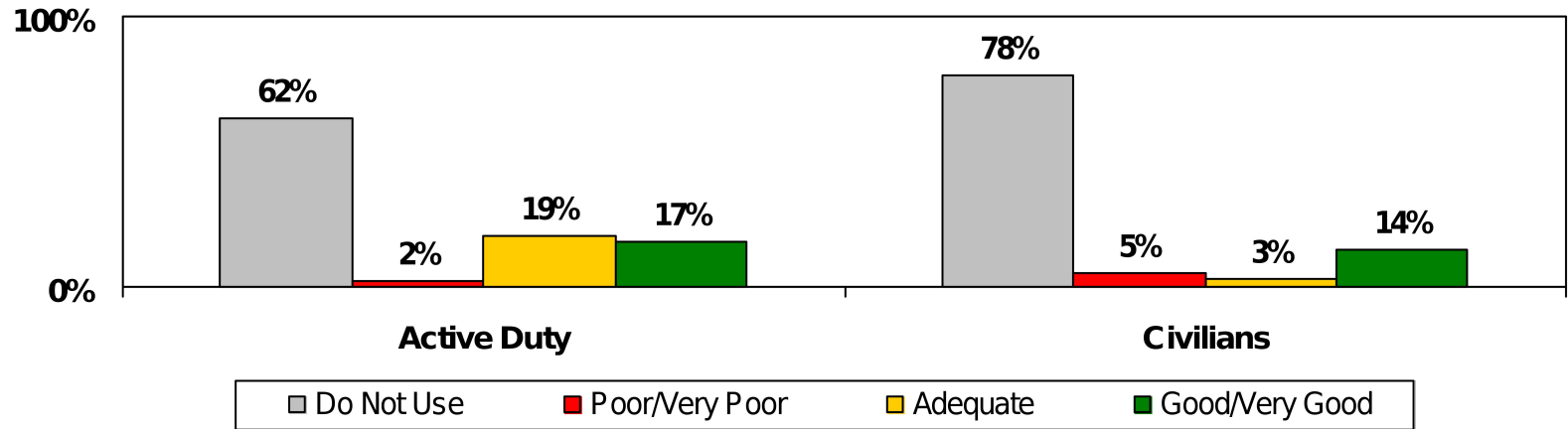
Quality of Off-Post Services



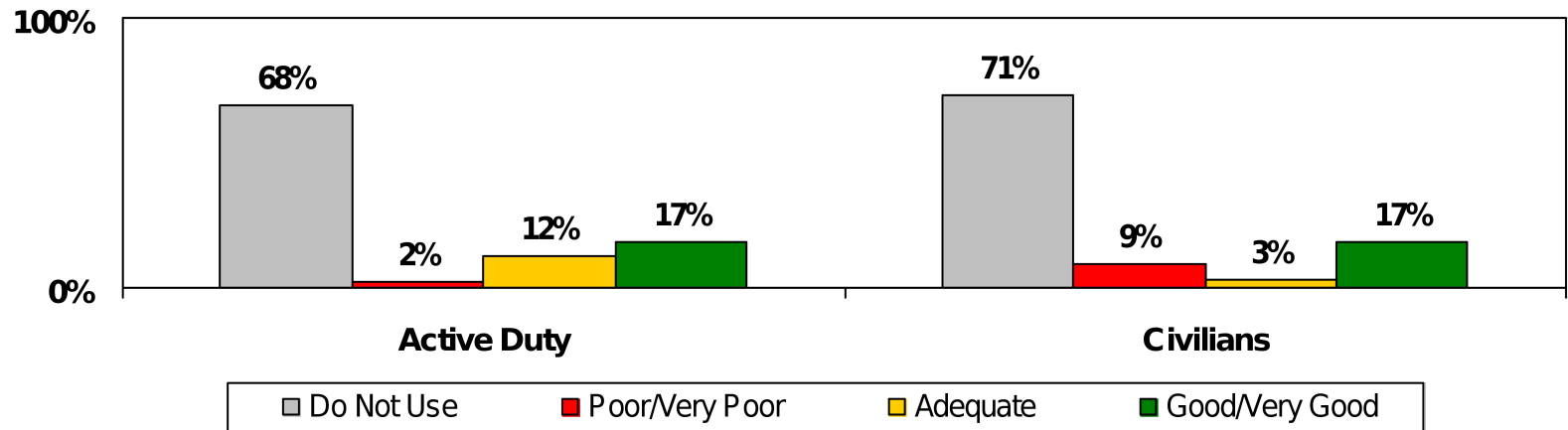
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



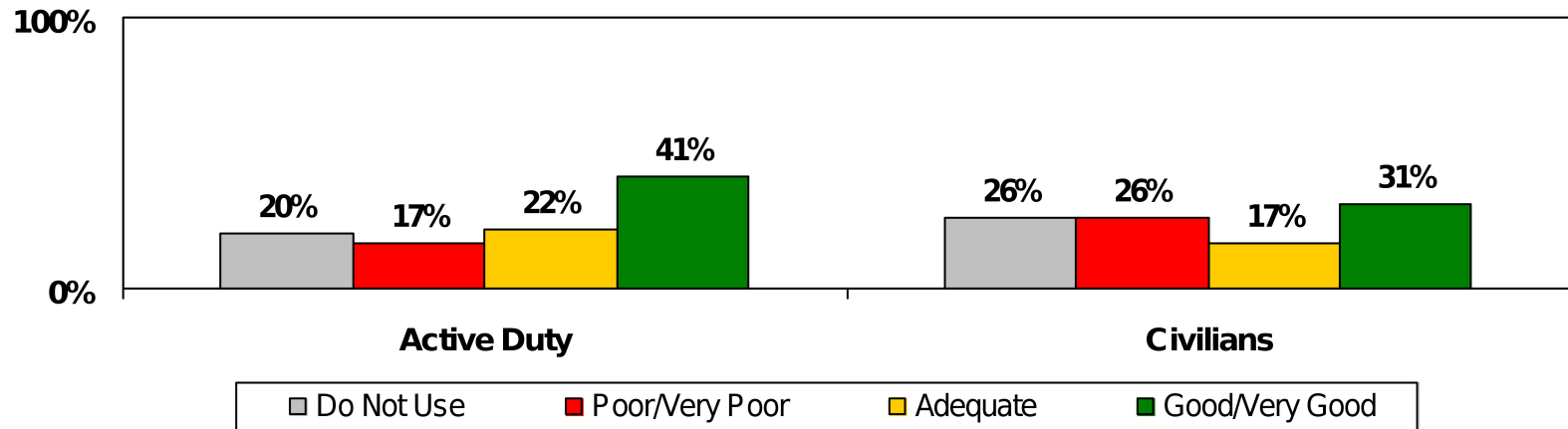
Quality of Off-Post Services



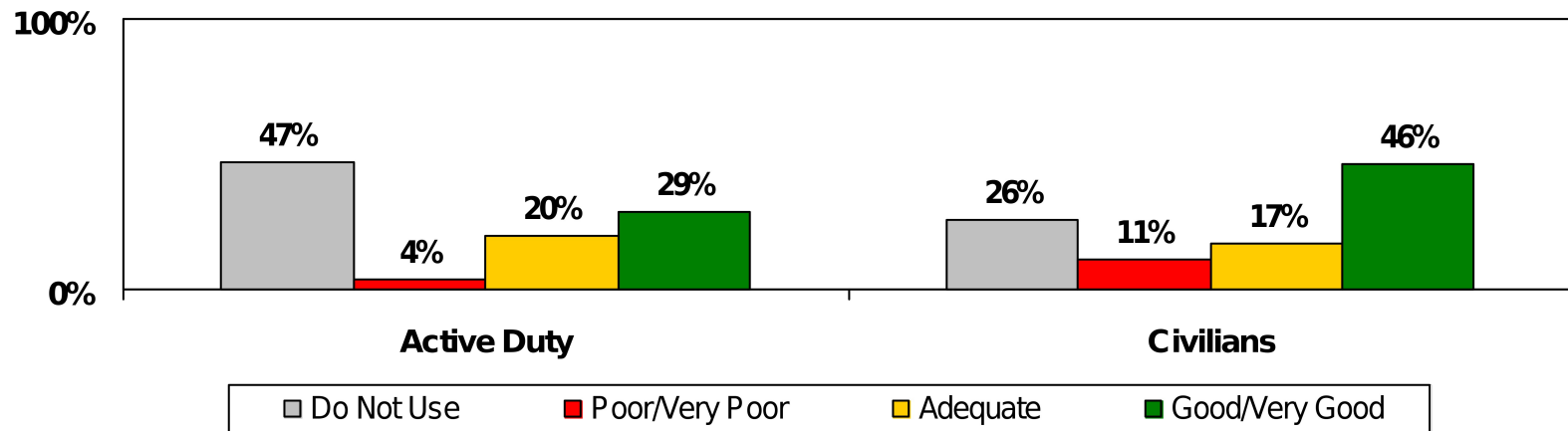
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

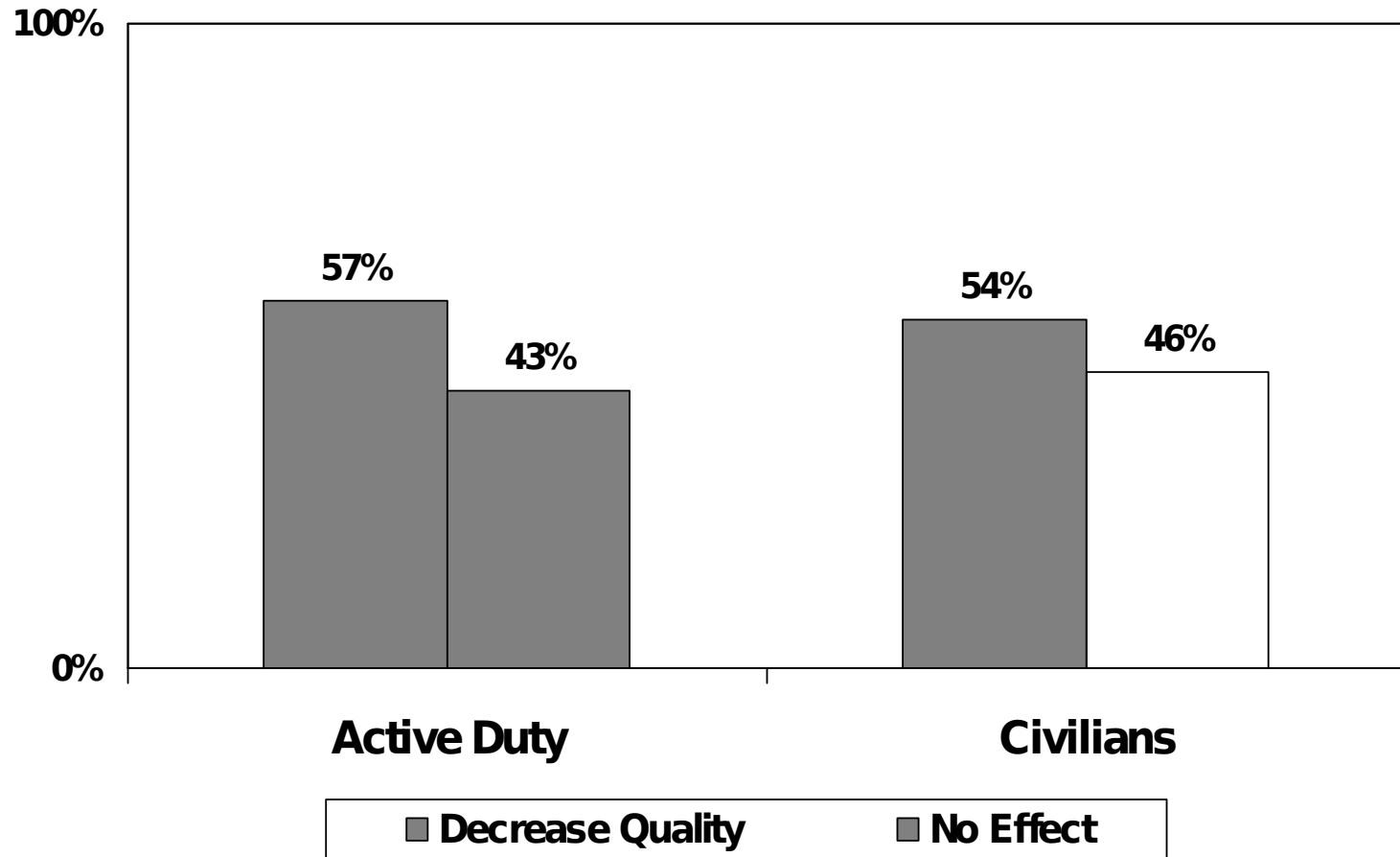


Quality of Off-Post Services



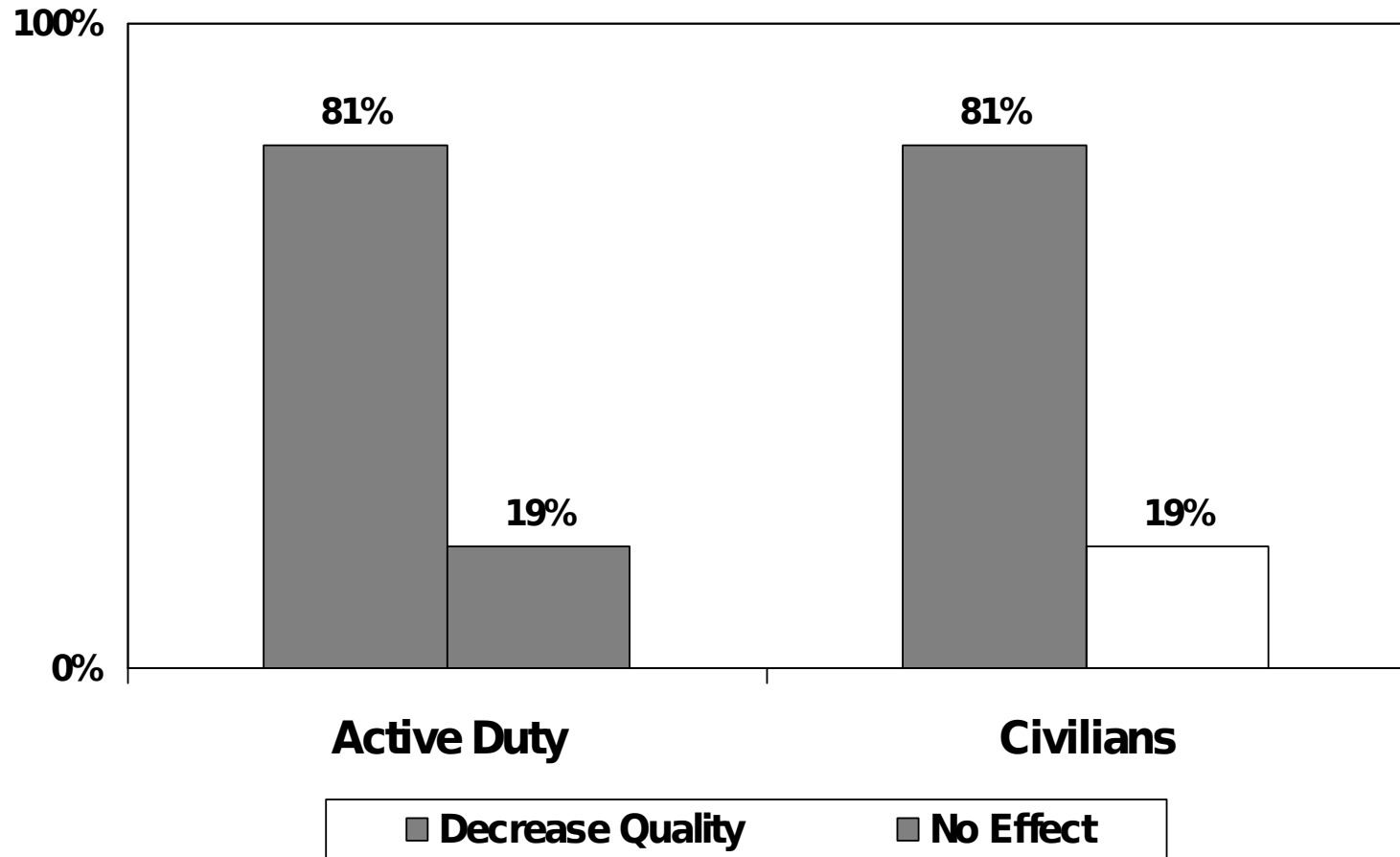
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Library	77%
Fitness Center/Gymnasium	70%
Army Lodging	61%
Child Development Center	46%
Outdoor Recreation Center	46%
Automotive Skills	45%
Athletic Fields	45%

RV Park	74%
Golf Course Pro Shop	61%
Golf Course Food & Beverage	60%
Marina	56%
Golf Course	54%
Clubs	46%
Arts & Crafts Center	39%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	6%	21%	10%
E-mail	13%	34%	18%
Friends and neighbors	38%	34%	37%
Family Readiness Groups (FRGs)	15%	0%	11%
Bulletin boards on post	57%	39%	53%
Post newspaper	26%	39%	29%
MWR publications	28%	47%	32%
Radio	36%	37%	36%
Television	49%	24%	43%
My child(ren) let(s) me know	6%	5%	6%
Other unit members or co-workers	30%	21%	28%
Unit or post commander or supervisor	19%	16%	18%
Marquees/billboards	13%	26%	16%
Flyers	28%	39%	30%
Other	4%	8%	5%
I never hear anything	9%	0%	7%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	71%
Better Opportunities for Single Soldiers	50%
Army Community Service	62%
MWR Programs and Services	78%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	61%	93%	7%
Outreach programs	55%	80%	20%
Family Readiness Groups	80%	82%	18%
Relocation Readiness Program	71%	95%	5%
Family Advocacy Program	76%	87%	13%
Crisis intervention	63%	92%	8%
Money management classes, budgeting assistance	76%	94%	6%
Financial counseling, including tax assistance	80%	94%	6%
Consumer information	55%	82%	18%
Employment Readiness Program	69%	80%	20%
Foster child care	49%	75%	25%
Exceptional Family Member Program	71%	86%	14%
Army Family Team Building	63%	91%	9%
Army Family Action Plan	61%	83%	17%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	56%
Personal job performance/readiness	58%
Unit cohesion and teamwork	50%
Unit readiness	54%
Relationship with my spouse	61%
Relationship with my children	63%
My family's adjustment to Army life	67%
Family preparedness for deployments	67%
Ability to manage my finances	68%
Feeling that I am part of the military community	60%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	86%
Helps minimize lost duty/work time due to lack of child care/youth services	86%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	57%
Allows me to work outside my home	83%
Allows me to work at home	33%
Offers me an employment opportunity within the CYS program	33%
Allows me/my spouse to better concentrate on my/our job(s)	83%
Provides positive growth and development opportunities for my children	86%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	39%
Personal job performance/readiness	36%
Unit cohesion and teamwork	44%
Unit readiness	53%
Ability to manage my finances	31%
Feeling that I am part of the military community	46%
Relationship with my children (single parents)	50%
My family's adjustment to Army life (single parents)	43%
Family preparedness for deployments (single parents)	50%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Reading	62%
Internet access (library)	58%
Watching TV, videotapes, and DVDs	57%
Multi-media (videos, DVDs, CDs)	55%
Cardiovascular equipment	52%
Internet access/applications (home)	52%
Festivals/events	49%
Entertaining guests at home	47%
Study/self development	47%
Reference/research services	44%

Top 5 for Active Duty

Internet access (library)	66%
Reading	59%
Multi-media (videos, DVDs, CDs)	58%
Watching TV, videotapes, and DVDs	53%
Cardiovascular equipment	52%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	70%
Reading	69%
Entertaining guests at home	67%
Walking	59%
Internet access/applications (home)	57%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Softball	21%
Touch/flag football	12%
Basketball	11%
Soccer	11%
Volleyball	8%

Outdoor Recreation

Bicycle riding/mountain biking	16%
Camping/hiking/backpacking	15%
Picnicking	15%
Snow skiing/snowboarding	13%
Volksmarching	8%

Social

Entertaining guests at home	47%
Night clubs/lounges	29%
Special family events	28%
Dancing	24%
Specially arranged shopping trips	16%

Sports and Fitness

Cardiovascular equipment	52%
Walking	40%
Weight/strength training	40%
Running/jogging	38%
Bowling	29%

Entertainment

Watching TV, videotapes, and DVDs	57%
Festivals/events	49%
Going to movie theaters	41%
Plays/shows/concerts	28%
Live entertainment	26%

Special Interests

Internet access/applications (home)	52%
Trips/touring	32%
Automotive maintenance & repair	30%
Automotive detailing/washing	29%
Digital photography	26%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	62%	N/A	62%
Internet access (library)	58%	N/A	58%
Multi-media (videos, DVDs, CDs)	55%	N/A	55%
Cardiovascular equipment	51%	1%	52%
Study/self development	47%	N/A	47%
Reference/research services	44%	N/A	44%
Watching TV, videotapes, and DVDs	42%	15%	57%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

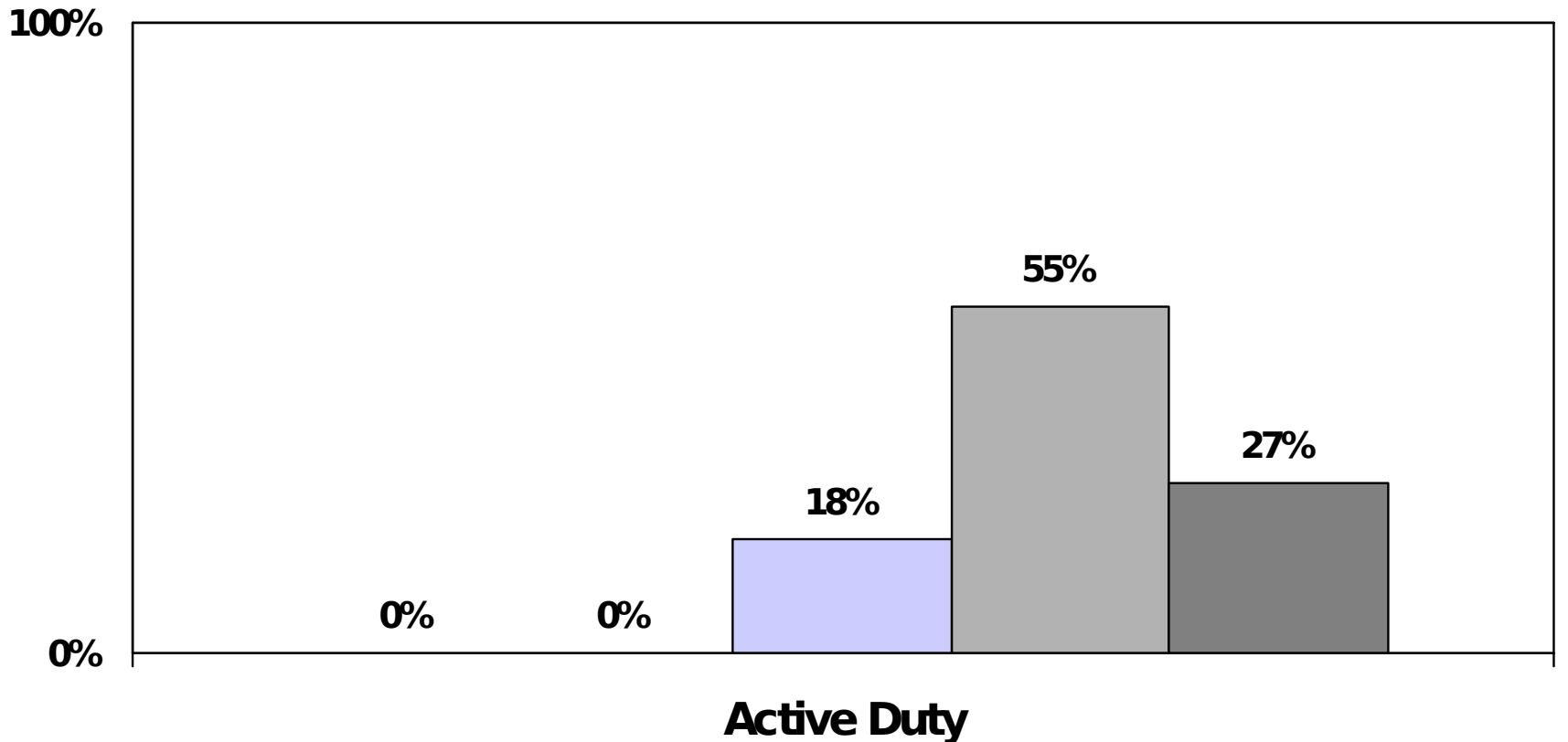
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	24%	2%	26%	52%
Trips/touring	8%	23%	0%	32%
Automotive maintenance & repair	21%	6%	3%	30%
Automotive detailing/washing	21%	2%	6%	29%
Digital photography	0%	11%	14%	26%
Computer games	4%	2%	16%	22%
Gardening	5%	2%	13%	20%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

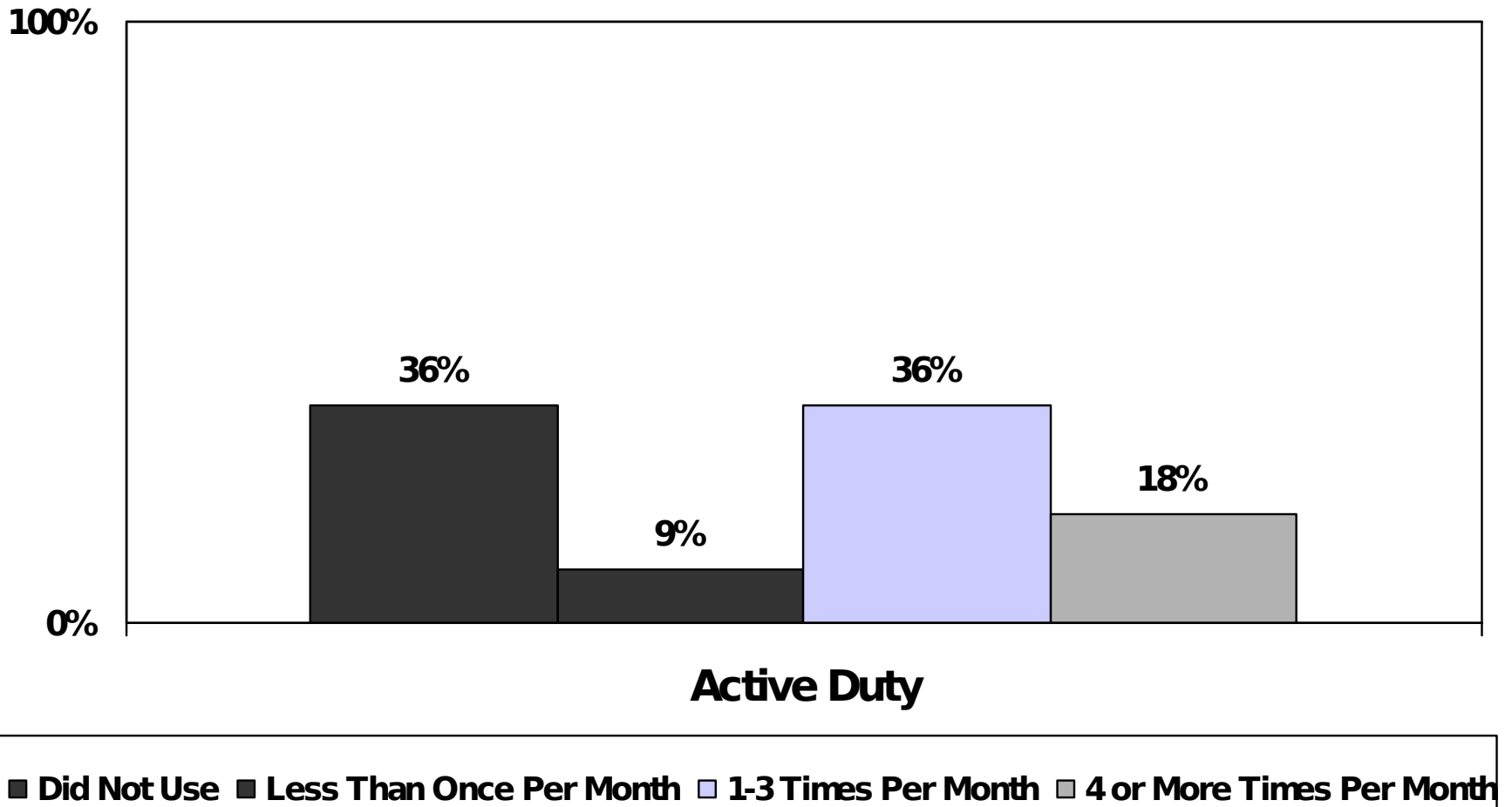
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■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	9%
Probably will not make military a career	15%
Undecided	17%
Probably will make military a career	4%
Definitely will make military a career	54%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)